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HOLDRIDGE'S CATALOGUE 1942

A GUIDE TO BETTER BERRIES

S. E. HOLDRIDGE & SONS
Ledyard, Connecticut

Members: Connecticut Vegetable Association, New London County Farm Bureau, Connecticut State Grange

Post Office Address
R. F. D. No. 6
Norwich, Connecticut

Telephones
Norwich Division
3655-4 and 3655-13

LOCATION

Visitors are always welcome at our farm. Many of our customers call each year at our farm for their plants and trees.

We are located on the Colonel Ledyard Highway in the town of Ledyard, about 5 miles from the city of Norwich. To arrive at our farm from Norwich, take Route 2 out of Norwich, which is the road to Westerly. About 3 miles out of Norwich, turn on the first road to the right. After passing through the village of Hallville, you continue to a little white church on the left. Turn sharp left and drive about 1½ miles on the state road. Look for our sign.

DISEASES

We are happy to report to you that there is absolutely no Red Stele disease on the strawberry plants on our farm.

We have had our beds carefully examined this last summer by a number of strawberry specialists who did not find any traces of this new and serious strawberry disease.

Red Stele has been brought into Connecticut in serious proportion during the last two years from plant farms in Delaware and Maryland. Once introduced it spreads rapidly and many patches have been completely destroyed. Once introduced, it stays in the soil for 2 to 3 years.

We understand that we are one of a very few plant farms who can claim to be totally free from Red Stele. Why take chances on other plants when you can be sure of these?

C. O. D. SHIPMENTS

We are glad to ship your order C. O. D. However, on these shipments the C. O. D. charge will be added to the price of the plants.

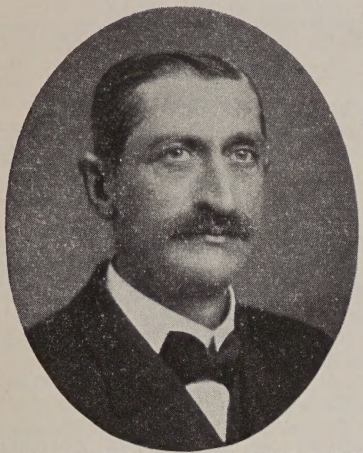
SHIPPING

We have made an effort in the past few years not to ship any plants so that they will have to be held over the week-end in some Post Office. You can help us by asking that your plants be shipped "the week of ....." Then we will start digging Monday and ship each day's plants the next day. We will try not to ship any plants after Friday. May we have your cooperation to help us deliver plants to you just as freshly dug as possible?

TERMS

Orders may be booked at any time. If you are not ready to send full remittance now, send part payment and the balance before shipping. Remit in any way most convenient to you.

Under no circumstances will we ship plants until they have been paid for.



THE LATE S. E. HOLDRIDGE
Founder

PAUL HOLDRIDGE
Manager

1942 GREETING

Dear Friends:

Our country is at war. Everyone of us is being affected because of this war and the tremendous victory program at which our country is working. Are you preparing yourself for the effects this emergency will have on you? Make your plans now to make certain that you and your family will have an adequate supply of fresh berries and fruit.

A year ago we set out more strawberry plants than we ever did before. This year we are prepared to supply our customers with thousands and thousands of healthy Connecticut grown strawberry plants. We estimate we have almost three hundred thousand plants for this spring's sales. We feel that these vigorous plants, with generations of good breeding behind them, are the only plants which you can afford to plant in this emergency.

If we receive an order from you, we pledge that it will receive careful, personal attention. The plants will be dug, trimmed, bunched and packed with the one purpose in mind of delivering to you the healthy, husky plants you want. We try especially hard to have the plants delivered to you when you want them.

We know that our plants, with proper care, can produce a tremendous crop of lucious berries for you. In these times, when labor is high, you can not afford to plant any plants but the best.

We try to keep in close touch with the strawberry trials at Mt. Carmel, Conn., operated by the Conn. Experiment Station, and with the Vegetable and Fruit Specialists at the University of Connecticut. We are glad to refer you to any of these men in regard to the quality of our products.

May we have the pleasure of serving you?

Sincerely,
PAUL HOLDRIDGE,
For S. E. Holdridge & Sons.

REAL FRIENDS

Over a long period of years we have been active in the Grange and in the Farm Bureau. We are proud of the fact that leaders and members of these great organizations have been willing to recommend us to their friends. We will do our best to continue to keep and to deserve this friendship.

VARIETIES

We grow only a few varieties of strawberries but these are the varieties which we have found will do the best under average conditions here in Connecticut. These varieties will give better yields, better berries and better satisfaction to you when the fruiting season arrives than other varieties which may be better suited to warmer climates.

We were interested to find that in the report of the Strawberry Trails at Mount Carmel Experiment Station, they find only nine varieties which they feel they can recommend for Connecticut. Of these nine varieties, we have seven for sale now; one we planted last year for the first time, and the other, Chesapeake, we have tried but discarded in favor of the Hebron.

The varieties of raspberry plants, grapevines and fruit trees are also approved varieties.

PRICES

Our prices are as low as it is possible for us to quote for good plants, vines and trees. Costs are higher but our prices are averaging almost the same as other years. You will note that our prices are quoted delivered to your post office or express office (except as noted) anywhere in New England.

SHIPPING SEASON

We start to ship plants just as early as the frost is out of the ground, or from the 1st to the 10th of April. We ship plants continuously until June 1. Although we sometimes fill orders after June 1, we will not guarantee any plants shipped after that date. We recommend setting plants in April if possible.

FREE DELIVERY

This means a good deal to the purchaser. The prices in this catalogue, include free delivery to your door or express office anywhere, unless otherwise noted. The option will be ours how we shall ship.

When comparing our prices with those of other concerns, please consider that our plants are quoted postpaid, while most concerns quote prices F. O. B.

OUR GUARANTEE

Plants sent out from this farm will be true-to-name, free from any disease, properly trimmed, bunched, packed and labeled, and will reach their destination nearly as fresh as when dug.

Any plants which arrive in poor condition will be replaced if we are notified immediately. What honest grower could do more?

EARLY VARIETIES

HOWARD NO. 17 (Special Strain) (Perfect)—We consider the Howard No. 17 to be the best all-purpose berry for the main crop. Under almost any condition it will produce a very large crop of berries. Yields may vary slightly with wet or dry seasons but it will produce plenty of berries.

Our strain of Howard is practically frost-proof and therefore it ripens the earliest of all. We have often been the first grower to carry berries into the local market. At the start, the Howard produces large, luscious berries, many of which are double. The Howard will usually produce berries for about 4 weeks, the berries growing slightly smaller toward the end of the season. The late berries still maintain their bright color and sweet flavor.

We have seen where other growers have described the Howard with the following phrases: "The safest strawberry in the world," "The sure cropper," "The frost-proof berry," "The million dollar strawberry," "The mortgage lifter" and "The old reliable." From our own experience, we feel the Howard justifies all these claims.

For a number of years we have taken our plants for resetting from the best sections of our beds. Now we have a strain of plants which have proven to us that they will produce a tremendous crop of berries.

If you have never grown strawberries before, we recommend Howard No. 17 to you. For commercial growers, we recommend that the largest portion of your plants be of this variety.

If you wish to play safe and want a sure cropper and a heavy yielder, plant Howard. You will receive large berries and plenty of them when the prices are high.

PREMIER (Perfect)—Same as Howard 17.

SHELTON (Perfect)—This is one of the new and outstanding berries. It is a product of our Connecticut Experiment Station.

It is a very good producer. We received a yield last year which compared well with the Howard 17. It is a bright red, long, pointed berry. It will hold its bright color and attractiveness longer than most other berries.

The season is approximately the same as Howard 17, starting to produce very early and producing throughout most of the berry season.

It is a very nice plantmaker. We have a nice supply of Shelton plants this year. We advise everyone to try this new and outstanding Connecticut product.

EARLY VARIETIES

PATHFINDER (Perfect) — This variety produced outstanding results for us this past year. It started to fruit May 30, the same as Howard 17, and produced a larger and brighter berry, on the average, throughout the season than the Howard. The berry is fairly round and quite sweet but has a tendency to have a somewhat white inside color.

We plowed our bed of Pathfinder on July 4 to prepare the land for fall vegetables and there were many ripe berries on the vines at that time. This variety produces a nice crop of plants, is quite resistant to red stele and leaf spot.

We have a nice supply of these plants and we can recommend them highly.

DRESDEN (Perfect)—This is a newer variety which shows great promise. We fruited it last year for the first time. With us it made a good wide row and set a tremendous number of berries. The ground apparently was not rich enough to supply enough food for such a crop of berries and consequently many were small. If the ground had been better we would have received a wonderful yield. Reports from the Experiment Station, where it has outyielded all other varieties in the three years it has been tried, show that it has the ability for tremendous yields.

We have a nice lot of plants of this variety and you will make no mistake in including some of these in your order.

DORSETT (Perfect)—The Dorsett strawberry is one of the finest quality berries that we have ever raised. It starts bearing just a few days later than Howard 17 but usually bears over a shorter period than Howard. It makes, year after year, a wider row of plants than any other variety which we have ever raised. The plants are large and stand well up off the ground.

We recommend this berry especially for home gardens and for commercial growers who are after a quality berry.

For this year we have a fairly large number of fine looking plants. You will make no mistake to order some of this variety.

GRADING AND PACKING

We do not carry plants in stock. Our plants are freshly dug each day. Dug with a fork, carried to the packing shed—trimmed under cover with no exposure from sun or wind, tied into bunches of 25 with good count. Counters are advised to throw out small and inferior plants. They are then packed in live moss which we are fortunate to have growing on our farm. They are usually shipped within 24 hours after they are dug.

MID-SEASON VARIETIES

FAIRFAX (Perfect)—For those of you who want a sweet berry above everything else, we offer the Fairfax variety. It is a very large and dark red in color and a very delicious flavor.

With us it does not make as good a row of plants as our other varieties nor does it yield the quantity of berries that the Howard does. However, with plenty of water or on fairly damp soils, it will produce more plants.

The fruiting season begins about a week after Howard. For really sweet berries, plant Fairfax.

ABERDEEN (Perfect)—This variety seems to be a fine running mate for Howard No. 17. It is somewhat later than the early berries and produces a large very bright berry until late in the season. It is a prolific plant-maker with clean healthy foliage standing well off the ground. We have tried it on different soils and wherever planted seems to be at home.

I have seen this variety planted on fairly heavy soil. It was bearing very large, bright berries well after most berries were gone. It seems to give quality berries after Howard No. 17 and Dorsett have gone by.

CATSKILL (Perfect)—This is a very fine variety. We recommend it especially for commercial growers. It is a mid-season berry and produces a very good crop of berries with fewer pickings needed to harvest the crop than with some other varieties. The berries are practically all large. Very few small berries are found.

Argyle, N. Y.

The 3500 plants arrived in good order yesterday. They are entirely satisfactory, and I want to thank you for sending such good plants.

Those are very convenient crates that you used this year.

ALFRED HALL.

Bolton, Conn.

Please ship me 2,000 Pathfinder, 1,000 Fairfax, 1,000 Catskill, and (5,000 Premier) same as I had last year.

I had wonderful results last year with my berries, best I have ever had and my new bed this year is far better than last year.

L. D. EATON.

Gales Ferry, Conn.

Inclosed is money order for strawberries sent to me this week. They came very nice and are lovely plants. Am very much pleased with them.

MRS. C. H. BAILEY.

LATE VARIETIES

HEBRON (Perfect)—This is another of the new varieties originated by Dr. Jones at the New Haven Experiment Station.

It produces a long, pointed berry with a very green husk. It commences to yield fairly late in the season and produces a very fine crop. It has been the first late berry which has satisfied us for yields. Although this variety is not as late as the Pearl variety which we have sold for years as our standard late berry, it produces a better quality berry and a much greater yield. Therefore, we are recommending this year that you plant Hebron for late berries.

This variety has produced fine wide rows for us. We have for this spring's sales a fine lot of nice plants. We think you will be pleased with them.

IMPROVED PEARL (Perfect)—This is the latest variety of strawberries which we have fruited on our farm. It produces a very large berry late in the season. The berry usually has a green tip and is not very sweet. The yield is fair but not equal to Hebron.

If you want a large firm berry to pick the last of June and into July, buy Pearl and plant them on heavy, damp soil and uncover the plants very late in the spring. You will be picking berries after all other varieties have gone by.

EVERBEARING STRAWBERRIES

MASTODON (Perfect)—We consider this variety the best of the Everbearers. It is one of the largest Fall bearing strawberries. Very attractive in size and color. Excellent for the home garden and the only Everbearer worthy of planting for profit. The berries are firm and good in quality.

Every strawberry garden should contain a few Everbearers. You can set plants in April and enjoy strawberries fresh from the vines all summer and the Fall. A good plan is to keep blossoms picked off to July 1st or 15th. You will then have nice berries until snow flies. We have only a limited supply. First come, first served.

RHUBARB

MYATTS LINNEAS—This is one of the easiest fruits to grow. Once planted, it will last for many years. Plant in hills about 3 feet apart. This variety is large, tender and yields abundantly.

Prices: 3 for 25 cents; 8 for 50 cents; 20 for $100; 100 for $4.00. Postpaid.

RED RASPBERRIES

LATHAM—This is probably the most profitable commercial variety at the present time. It produces large, round firm berries. It is a very good shipper and an excellent variety for canning. It starts to fruit early and produces over a long season.

Prices: 25 for $1.00; 100 for $3.00.

NEWBURG—This is a new and highly recommended variety. It is very large and firm. It produces a good crop of berries, starting to bear a few days after Latham.

Prices: 25 for $1.25; 100 for $4.00.

BLACK RASPBERRIES

CUMBERLAND—This is a very productive variety. It is a large berry glossy black of excellent quality. It is early to mid-season variety. Every garden should contain a few Black Raspberries.

Prices: 25 for $1.25; 100 for $4.00.

GRAPE VINES

2 YEAR No. 1

Every farm and garden should include a few grape vines. They take up very little room as they can be trained to go anywhere.

CONCORD (Black)—This is the old standard blue-black grape. It is very hardy and very productive.

Price: 20c each; 5 for 75c.

AGAWAM (Red)—This is a large red grape with a rich flavor. Ripens in mid-season. It is very productive.

Price: 20c each; 5 for 75c.

NIAGARA (White)—This is the most popular white grape. It has large bunches and ripens in mid-season.

Price: 20c each; 5 for 75c.

BLACKBERRIES

Blackberries grow best on fertile loam. The rows should be six feet apart with each plant approximately two feet apart in the row.

ELDORADO—This is the sweetest of all blackberries. The berries are very large and bear in large clusters. The plants are very hardy.

Prices: 25 for $1.00; 100 for $3.00.

ASPARAGUS PLANTS

MARY WASHINGTON VARIETY—We have some very fine asparagus plants for sale this year. We bought the very best seed available to start with. They were grown on well fertilized land. These plants are as good as any we have ever had for sale.

Home grown asparagus is one of the real treats available to the gardener. Cut fresh in your garden, it is very sweet and tender. Start now to have your own bed from which to cut.

The Washington variety of asparagus is recognized as the outstanding yielder of all varieties of asparagus and more resistant to rust than any other variety.

1 year plants, 25 plants for 50c; 50 plants for 75c; 100 for $1.00; 500 for $4.00; 1,000 for $7.00.

2 year plants, 25 plants for 60c; 50 plants for $1.00; 100 for $1.25; 500 for $6.00; 1,000 for $10.00.

CULTURE

The roots should be planted in early spring, just as early as you can work the land. They should be set in furrows 5 to 7 inches deep with the roots spread out somewhat in the furrow. A good practice is to open the furrow 8 to 12 inches, apply a liberal amount of well-rotted stable manure, well mixed with the soil filling the furrow to 5 to 7 inches deep before the roots are set. They should be covered with about 3 inches of soil until the young shoots start to come through. Then the furrows should be gradually filled in as the young plants grow, until the ground is level. In the garden, set in rows 3½ feet apart, with roots 12 to 15 inches apart in the row; in large commercial plantings rows 4 to 5 feet apart are generally used. Asparagus needs good cultivation, with plenty of manure and fertilizer.

Newington, Conn.

Received your fine plants for which I thank you very much.

EDWIN T. ADAMS.

Eagleville, Conn.

The strawberry plants purchased from you were the strongest and finest ones I have ever had.

MRS. G. HOLLINGSWORTH.

Westville, Conn.

I was very much pleased with the plants you sent me last year.

LEROY C. BEECHER.

Rowley, Mass.

I have tested a great many varieties of strawberries but very few bear enough to pay when compared with Howard 17. Among those tested and discarded were: Aberdeen, Blakemore, Fairfax, Cato, Bouquet, Howard Supreme and others.

I never had from any nursery such fine plants with so many live as did your Pathfinder last year.

ALBERT F. TENNEY.

FRUIT TREES

We are offering for sale the following trees and plants. These trees are not propagated on our own farm. We purchase these from a very reliable grower and during the last two years have had some wonderful trees. We guarantee these trees just the same as our own plants.

During the shipping season we have a small quantity of the following varieties on hand. Large orders may be filled on a few days' notice. We feel that if you compare the size and prices of these trees with those offered by various salesmen, you will find you can save quite a bit by ordering from us. We will be glad to quote prices on large orders. We are able to secure practically all varieties.

The following varieties we will have on hand:

PEACH TREES

	Each	5 or More
Champion—9/16" up, White Freestone	.35	.30
Golden Jubilee—9/16" up, Yellow Freestone Early	.35	.30
Elberta—9/16" up, Standard Yellow Canning	.35	.30

APPLE TREES

Baldwin—11/16" up	.40	.35
McIntosh—11/16" up	.40	.35
R. I. Greening—11/16" up	.40	.35
Russet—11/16" up	.40	.35

PEAR TREES

Bartlett—11/16" up—5-7 feet	.50	.40

QUINCE

Orange—11/16" up—4-5 feet	.60	.50

PLUM

Burbank—2 year—4-5 feet, Large Reddish Purple	.60	.50

CHERRIES

Early Richmond—2 year—4-5 feet, Sour, Very Productive	.60	.50
Napoleon—2 year—4-5 feet, Sweet Cherry, White with Red Cheek	.65	.60

BLUEBERRIES

For pollination plant at least 2 varieties

Cabot (early)—2 year—12-18"	$1.00	.90
Rancocas (mid-season)—2 year—12-18"	$1.00	.90

These trees are too large to be shipped by parcel post. These prices are for trees at our farm or shipped by express from Norwich, not postpaid. This year we will sell you 5 trees or more of different varieties at the same price as if all trees were of the same variety.

As trees are dormant they will be shipped about April 1, or as soon after order is received as possible. If you are not ready to set out, place roots in water.

SPECIAL OFFER

For every order of 5 or more trees we will give you, free of charge, 2 Concord Grape Vines. Please ask for them.

PRICE LIST

	BY PARCEL POST PLANTS, PREPAID							BY EXPRESS NOT PREPAID	
	50	100	200	300	400	500	1,000	2,000	3,000 or more per M
Early Varieties								$12.00	$5.50
Howard 17	$ .75	$1.10	$2.00	$2.75	$3.30	$3.85	$6.50	13.00	6.00
Shelton	.75	1.25	2.00	2.75	3.50	4.00	7.00	13.00	6.00
Pathfinder	.75	1.25	2.00	2.75	3.50	4.00	7.00	12.00	5.50
Dorsett	.75	1.10	2.00	2.75	3.30	3.85	6.50	13.00	6.00
Dresden	.75	1.25	2.00	2.75	3.30	4.00	7.00		
Mid-Season									
Fairfax	.75	1.10	2.00	2.75	3.30	3.85	6.50		
Catskill	.75	1.25	2.00	2.75	3.50	4.00	7.00	11.00	5.00
Aberdeen	.65	1.00	1.75	2.50	3.00	3.50	6.00		
Late								13.00	6.00
Hebron	.75	1.25	2.00	2.75	3.50	4.00	7.00		
Pearl	.75	1.25	2.00	2.75	3.50	4.00			
Everbearing									
Mastodon	1.00	1.75							

PLEASE—If you have decided to send us and order, won't you please send it to us right now. Tell us when you want the plants and we will see that they are sent at the proper time. It will help us very much in planning our work if we have your orders early.

It will help your plants and vines and trees if they are set out early, preferably in April.

Please do not wait until your ground is ready and expect us to deliver your plants the next day.

PLEASE USE THIS ORDER SHEET

S. E. HOLDRIDGE & SONS

Strawberry Specialists **Norwich, Conn.**

Please forward to: Date of Order.....

Name .....

Post Office..... R. D. No. .....

Express Office..... P. O. Box.....

State..... Street.....

County..... Ship by.....
(For Inspection Certificates) (Mail or Express)

Ship plants week of.....194

Shall we substitute if necessary?.....

Quantity	Variety of Stock Ordered	PRICE	
		Dollars	Cents

CUT HERE

REMARKS

Please write below the names and addresses of anyone you know who might be interested in, or buyers of, strawberry plants. We will mail them a copy of this catalogue.

Woonsocket, R. I.

I wish to thank you for your prompt and courteous service on my order. I am much pleased with all the plants.

BATTYE E. EVANS.

STRAWBERRY CULTURE

Choosing the Land

Almost any fertile land which is well drained will raise good strawberries. We advise against setting on greensward because of the presence of white grubs who relish the tender roots of strawberries. If possible, plant on land on which no lime has been spread for at least one year.

Fertilizing

We recommend spreading your fertilizer broadcast on the ground after the land has been plowed and harrowed. Then harrow the fertilizer in. This places your fertilizer where it will be available to the new plants as they commence to run. Additional fertilizer may be added any time during the first year if needed. Do not fertilize your bed the spring that it is going to bear for the extra fertilizer will go into the leaves. Do not put lime on your strawberry bed at any time.

When To Plant

Order your plants early and set them out early. If you order your plants early you will be sure of getting the varieties you want and you will get the plants when you want them. When your plants arrive, if you are not ready for setting out, take from box or package and put in cellar in a cool, dark place. If left in package they might heat. Wet roots before setting.

Setting Out Plants

Strawberries may be spaced 15-18 inches apart in the rows, and rows 3 to 4 feet apart. Later in the season the plants should be set closer. In setting the plants, dig a hole large enough to enable you to spread the roots well. The plants should be set deep enough so that the roots are well covered, yet care should be taken that the tender heart is uncovered. Press the plant firmly into the ground.

Care of Bed

The blossoms should be picked off the first year so that all the strength of the plant will go into the new runners. Of course, the strawberry bed must be hoed often enough during the summer to keep it free from weeds.

Mulching

The bed should be covered during the early winter with a thin covering of straw, hay or meadow grass. Use whichever of these that is easier or cheaper for you to obtain. In the spring, the hay may be raked between the rows, making a cushion for the pickers during the season. This also prevents dirty berries.

SPECIALS

Here are some collections which are fine for home gardens. You can do no better than to order one of these. Prices are postpaid.

COLLECTION No. 1

100 Howard
100 Dorsett
100 Aberdeen
} All for $2.75

COLLECTION No. 2

200 Howard
200 Pathfinder
100 Hebron
} All for $4.00

COLLECTION No. 3

400 Howard
200 Dorsett
100 Aberdeen
} All for $5.00

RASPBERRY COLLECTION

10 Newburg
10 Latham
10 Cumberland (Black)
} All for $1.25

Late in the season we will substitute other equally good varieties if sold out of certain kinds.

(Copy)
STATE OF CONNECTICUT
(Seal of Conn.)

No. 223 August 1, 1941

Office of State Entomologist
CONNECTICUT AGRICULTURAL EXPERIMENT STATION
New Haven, Conn.

Nursery Inspection and Registration Certificate

This is to Certify that S. E. Holdridge & Sons of Norwich, Conn., has registered as a Nurseryman, that the nursery stock has been duly examined in compliance with the provisions of Chapter 265, of the Public Acts of 1925 (Sections 2135-2140, General Statutes, revision of 1930), and that it is apparently free from dangerously injurious insects and plant diseases. This certificate expires August 1 ,1942.

R. B. FRIEND, State Entomologist.
M. P. ZAPPE, Chief Nursery Inspector

Please save this catalogue. If present shortages of paper continue until next year, we may send you only a price list in 1943.